

09704196-103100

1 **CLAIMS**

2

3 1. A system comprising:

4 a plurality of web servers, each storing a plurality of web pages and

5 returning selected ones of the plurality of web pages to a plurality of requesting

6 client devices;

7 a central logging server coupled to the plurality of web servers;

8 wherein each of the plurality of web pages for which centralized logging is

9 desired includes a reference to content stored on the central logging server; and

10 wherein the central logging server logs accesses to the plurality of web

11 servers upon receipt, from the requesting client devices, of a request for the

12 content.

13

14 2. A system as recited in claim 1, wherein the plurality of web servers,

15 the central logging server, and the plurality of requesting client devices are

16 coupled together via the Internet.

17

18 3. A system as recited in claim 1, wherein the reference has embedded

19 therein information identifying usage of the web by a user initiating a request for a

20 web page.

21

22 4. A system as recited in claim 1, wherein the central logging server

23 further logs information received in a cookie accompanying the request for the

24 content.

25

1 5. A system as recited in claim 1, wherein the reference comprises a
2 Hypertext Markup Language (HTML) tag.

3
4 6. A system as recited in claim 1, wherein each of the plurality of web
5 servers further logs information regarding the request locally.

6
7 7. A system as recited in claim 1, wherein the reference comprises a
8 reference to a transparent graphic image.

9
10 8. A method comprising:
11 receiving a request for a document; and
12 returning, in response to the request, the document including a reference to
13 content that causes information regarding the request for the document to be
14 logged at a remote logging server.

15
16 9. A method as recited in claim 8, wherein the reference comprises a
17 reference to content stored at the remote logging server.

18
19 10. A method as recited in claim 8, wherein the reference comprises a
20 reference to a transparent graphic image.

21
22 11. A method as recited in claim 8, wherein the reference comprises a
23 reference to a graphic image located at the remote logging server.

1 **12.** A method as recited in claim 8, further comprising logging the
2 information regarding the request locally.

3
4 **13.** A method as recited in claim 8, wherein the information regarding
5 the request comprises information identifying usage of the web by a user initiating
6 the request.

7
8 **14.** A method as recited in claim 8, wherein the reference comprises a
9 Hypertext Markup Language (HTML) tag.

10
11 **15.** A method as recited in claim 8, wherein the document comprises a
12 web page.

13
14 **16.** One or more computer-readable memories containing a computer
15 program that is executable by a processor to perform the method recited in claim
16 8.

17
18 **17.** A method, implemented in a logging server, comprising:
19 receiving a request for content, the request having been submitted so that
20 access to a web page on another server could be logged;
21 logging information embedded in the request; and
22 responding to the request with the content.
23
24
25

1 **18.** A method as recited in claim 17, wherein the receiving comprises
2 receiving the request from a client computing device.

3
4 **19.** A method as recited in claim 17, wherein the information embedded
5 in the request comprises information regarding what content was being rendered
6 when the web page was accessed.

7
8 **20.** A method as recited in claim 17, wherein the information embedded
9 in the request comprises information identifying usage of the web by a user
10 initiating the request.

11
12 **21.** A method as recited in claim 17, further comprising:
13 receiving a cookie along with the request; and
14 logging information included in the cookie.

15
16 **22.** A method as recited in claim 17, wherein the content comprises a
17 transparent graphic image.

18
19 **23.** A method as recited in claim 17, wherein the responding comprises
20 returning a small response to a device the request was received from.

21
22 **24.** A method as recited in claim 17, wherein the responding comprises
23 returning a response of less than 50 bytes to a device the request was received
24 from.

00704196-103100

1 **25.** One or more computer-readable memories containing a computer
2 program that is executable by a processor to perform the method recited in claim
3 17.

4
5 **26.** A method comprising:
6 sending a request to access a web page at a first server;
7 receiving the web page including an indication of additional content to be
8 obtained from a second server so that access to the web page can be logged at the
9 second server; and
10 sending another request to the second server for the additional content.

11
12 **27.** A method as recited in claim 26, wherein the other request has
13 embedded therein information identifying usage of the web by a user initiating the
14 request.

15
16 **28.** A method as recited in claim 26, further comprising sending, as part
17 of the other request, a cookie that is associated with a plurality of servers including
18 the second server.

19
20 **29.** One or more computer-readable memories containing a computer
21 program that is executable by a processor to perform the method recited in claim
22 26.

30. A method of tracking web usage, the method comprising:

adding, to each of a plurality of web pages, a reference to content stored at a central logging server; and

logging, at the central logging server, information embedded in the reference, wherein the central logging server is accessed by a remote device to obtain the content when any of the plurality of web pages is rendered.

31. A method as recited in claim 30, wherein the information regarding the request comprises information identifying usage of the web by a user initiating the request.

32. A method as recited in claim 30, wherein the adding comprises, for each web page, adding the reference in an area outside of the formatting of the web page

33. A method as recited in claim 30, wherein the adding comprises, for each web page, adding the reference at the end of the web page.

34. One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 30.

1 **35.** A method comprising:

2 including, in a web page to be stored at a web server, a reference to content
3 stored on a logging server, the reference having embedded therein an indication to
4 the logging server that the web server was accessed.

5
6 **36.** A method as recited in claim 35, wherein the reference further has
7 embedded therein information identifying usage of the web by a user initiating the
8 access to the web server.

9
10 **37.** A method as recited in claim 35, wherein the reference comprises a
11 Hypertext Markup Language (HTML) tag.

12
13 **38.** One or more computer-readable memories containing a computer
14 program that is executable by a processor to perform the method recited in claim
15 35.

16
17 **39.** A computer readable medium having stored thereon a web page, the
18 web page including portions that, when interpreted by a plurality of instructions
19 being executed by one or more processors, causes the plurality of instructions to
20 perform acts including:

21 indicating to a centralized logging server that a web server hosting the web
22 page has been accessed.

